



Tourism & Events Department
 7447 E. Indian School Road
 Scottsdale, AZ 85251
 480.312.7177

To: Sherry Henry, Chairperson & Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: November 16, 2021

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

Event	Event Dates	Funding Program	Event Description	Location	Projected Attendance	Last Year Attendance	Recommended FY21/22
Greater Phoenix Jewish Film Festival	February 14-28, 2022	Community Event Program	25 th annual festival honoring the Jewish culture Request= \$15,000	Virtual	5,000	4,057	\$12,500
Hashknife Pony Express	February 4, 2021	Community Event Program	64 th annual mail delivery from Holbrook Request= \$18,500	Old Town	2,000	600	\$14,400

Staff is recommending \$12,500 for the GPJFF and \$14,400 for the Hashknife Pony Express event. Estimated unique attendance for the GPJFF is under 5,000 resulting in a lower eligible funding amount. The total event budget for the Hashknife Pony Express is \$48,000 resulting in an eligible funding amount of \$14,400 (30% of total event budget).

Funding Availability & Potential Options

Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.